

**MANSFIELD DOWNTOWN PARTNERSHIP
MEMBERSHIP DEVELOPMENT COMMITTEE MEETING
Mansfield Town Hall, Conference Room B
February 26, 2013
8:00 AM**

MINUTES

Present: Frank McNabb (Chair), John Armstrong, Alexinia Baldwin, Dennis Heffley, Carl D'Oleo Lundgren, George Jones, June Krisch, Betty Wexler

Staff: Cynthia van Zelm

1. Call to Order

Frank McNabb called the meeting to order at 8:02 am.

2. Approval of Minutes from January 22, 2013

June Krisch made a motion to approve the Minutes of January 22, 2013. George Jones seconded the motion. The motion was approved.

3. Update on Storrs Center

Cynthia van Zelm updated the Committee on the status of Storrs Center including the next building phases, road work, and the town square design. Ms. van Zelm used the site plan as reference. She said the development team is preparing zoning applications for the Town Square-3 building and the grocery store site.

4. Update on Membership Renewals

Ms. van Zelm said that 214 memberships had been renewed thus far with \$11,080 received.

Committee members committed to following up with members who had not yet renewed.

The Committee will discuss at the next meeting whether a 3rd renewal letter is warranted.

5. Volunteer Calendar and Other Membership Outreach

Mr. Jones suggested that the site plan be brought to events where the Partnership is staffing tables. It is a good visual and reference point.

John Armstrong said he would check with Maria Sedotti at Orientation Services at UConn on the dates for summer orientation.

Carl D'Oleo Lundgren said he spoke to some students about membership. He agreed that bringing the site plan to events is a good idea as the people he spoke with do not realize that the project has more phases; they are focused on what they seeing being built now.

He said there is also the need to be clear on the need for membership. The fact that the downtown brings people together is a good selling point.

Ms. van Zelm will re-check the website to see if one can sign up for membership electronically.

Mr. D'Oleo Lundgren asked if there are incentives for membership i.e., discounts at restaurants or coupons. This could apply to all members, not just student members.

Mr. McNabb asked if information can be put in the dorms. Mr. Armstrong said there is a posting policy. He will talk to Residential Life about what might be possible. The Committee agreed that the site plan would be a good visual in 2 feet by 3 feet.

Alexinia Baldwin suggested that a coupon could be placed in thank you letters.

Ms. van Zelm thanked Mr. Armstrong for help with getting information on Storrs Center businesses and parking through the UConn Daily Digest e-mail that goes to students, faculty and staff.

Ms. Baldwin asked if information was being sent to the rest of the region. Mr. McNabb suggested an article in the Reminder News. Ms. van Zelm will put together an article.

Ms. Krisch said there is an ad about Storrs Center in the Jorgensen playbills.

Ms. van Zelm will talk to Mike Kirk at UConn about whether there is a central place to get out information in UConn publications.

Mr. Heffley suggested that Tom Condon from the Hartford Courant who covers "Place" issues for the paper, would be a good person to write an article about Storrs Center. Ms. van Zelm said the Courant will be providing an insert for the grand opening and this might be a good time for a piece from Mr. Condon. She will follow-up.

Ms. van Zelm said the Partnership now has a twitter account.

6. Distribution of Membership Brochures

Ms. van Zelm distributed brochures to Committee members to place at areas in Town and at UConn.

7. Adjourn

Ms. Baldwin made a motion to adjourn. Mr. McNabb seconded the motion. The meeting adjourned at 9:05 am.

Minutes taken by Cynthia van Zelm.